I CLAIM:

1.   A method for delivery of high-performance online multimedia services comprising:

        assigning general content to be multicast to a multicast destination address;

        customizing the general content to suit a first area and thus forming a first version of the content;

        customizing the general content to suit a second area and thus forming a second version of the content;

        multicasting the first version to an end-user system in the first area; and

        multicasting the second version to an end-user system in the second area.

2.   The method of claim 1, wherein the first area corresponds to a region served by a first regional data center, and the second area corresponds to a region served by a second regional data center.

3.   The method of claim 2, wherein the first area corresponds to a locality served by a first modified head-end, and the second area corresponds to a locality served by a second modified head-end.